

**FOR IMMEDIATE RELEASE**

**CDC LAUNCHES VERBparents.com**  
*Download the Site for the Lowdown To Get Children Active*

The U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) is launching an interactive Web site, **VERBparents.com**, designed to encourage parents to "play" an active part in supporting the health of today's youth.

The Web site is part of the CDC's **VERB.™ It's what you do.** national, multicultural campaign, which was created to help children discover the excitement of living a healthy lifestyle.

**VERBparents.com** is a resource for busy parents looking for ways to support positive activities among children, ages 9 through 13, and discourage unhealthy, risky behaviors.

**Tips, Events, Activities and More!**

**VERBparents.com** offers new ways to become involved with VERB, including information on the benefits of positive activities, tips on increasing participation in physical activities, guidelines on increasing involvement with prosocial organizations and suggestions on how to decrease screen time (television, computers, and video games).

“The site is consistently updated with news that parents can use — including strategies on how to get children off the couch and involved in community-based programs,” says Mike Greenwell, director of communications for CDC’s chronic disease center.

**VERBparents.com** features an activity calendar that serves as a daily reminder for families to spend quality time together. VERB recommends posting the calendar on the refrigerator or a visible place for parents and children. The Web site also offers parents practical suggestions on new ways to decrease sedentary, recreational screen time in order to make room for increases in physical and prosocial involvement.

The **VERB. It’s what you do.** campaign also designed a youth Web site, **VERBnow.com**. The site offers many interactive features that encourage children to get active and involved. **VERBnow.com** is filled with fun games and interesting facts and serves as an outlet for the grant program, the Most VERB-able Player (MVP) Award Program. The MVP Award Program is giving out up to \$65,000 in grants to students who want to make a difference, whether it's organizing a volunteer day at their school or creating a neighborhood action zone for skateboarders.

### **More About VERB**

The integrated **VERB. It’s what you do.** campaign uses advertising, marketing, events and communications activities to ensure that campaign messages reach youth whenever they are looking for something positive to do. The campaign is designed to reach children in different socioeconomic and ethnic backgrounds — including specific outreach for African Americans, Asian Americans/Pacific Islanders, Native Americans and Hispanic/Latinos. For more information about the campaign, see [www.cdc.gov/youthcampaign](http://www.cdc.gov/youthcampaign).